

Programme: Master of Business Administration

Semester IV

MBA 963-18

DATA VISUALIZATION FOR MANAGERS

Objective: The objective of this paper is to acquaint the students with Visualization Imperative like Message to Charts and Visual Perception. Also help students discover the power of storytelling and the way to make data an essential idea to enhance business as manager.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Employ best practices in data visualization to develop charts, maps, tables, and other visual representations of data.
CO2	Use Tableau's visualization tools to conduct data analysis, especially exploration of an unfamiliar dataset.
CO3	Create compelling, interactive dashboards to combine several visualizations into a cohesive and functional whole.
CO4	Utilize advanced Tableau features including parameters, data blending, custom SQL, very large datasets, custom date hierarchies, and others.
CO5	Use data visualizations, dashboards and Tableau Stories to support relevant communication for diverse audiences.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)